

**Steel Blue**  
**“Instore Boot/Win a Trip to Australia” Sweepstakes**  
**Extended due to COVID-19 Lockdown**  
**OFFICIAL RULES**

**NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.**

The Steel Blue “Instore Boot/Win a Trip to Australia Promotion” Sweepstakes (the “Sweepstakes”) is intended only for legal United States residents in all states and shall only be construed and evaluated according to U.S. law. Do not enter this Sweepstakes if you are not located in the U.S. at the time of entry.

**SPONSOR/ADMINISTRATOR:** The Sweepstakes is Sponsored by Steel Blue North America Inc., 13028 Garrett Road, Houston, TX 77044 (the “Sponsor”).

**ELIGIBILITY:** The Sweepstakes is open and offered only to legal U.S. residents of South Dakota only, who have reached the age of majority in his/her state of residence at the time of entry (the “Entrants”). Employees, officers and representatives of the Sponsor, and any of their respective parent companies, affiliates, franchisees, licensees, distributors, suppliers, subsidiaries, retailers, advertising/promotion agencies and members of the immediate family (mother, father, brothers, sisters, sons, daughters and spouse, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible to participate. **Void where prohibited or restricted by law.**

**AGREEMENT TO OFFICIAL RULES:** By participating, Entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to the Sweepstakes. Winning a Prize (as described below) is contingent upon fulfilling all requirements set forth herein.

**HOW TO ENTER:** The Sweepstakes begins at 12:00:01 a.m. Central Time (“CT”) on January 13, 2020 and ends at 11:59:59 p.m. ET on October 30, 2020 (“Sweepstakes Period”).

Eligible Entrants can enter the Sweepstakes during the Sweepstakes Period by visiting a participating store location (see below list) and completing the official Sweepstakes in-store entry form and depositing the completed entry form (full name, complete mailing address, telephone number, and email address.) into the designated box. Each Entrant that fully completes the in-store entry form will receive one (1) entry into the Sweepstakes.

**Note: Purchasers will be asked on entry form to enter the docket numbers.**

- Travs Outfitter – Watertown, South Dakota, USA

To be valid, each entry must provide all requested information. Released Parties (as defined below) are not responsible for: lost, late, incomplete, invalid, unintelligible, illegible, misdirected entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. By participating, you consent for Sponsor to obtain, use, and transfer your name, address and other information for the purpose of administering this Sweepstakes and for other purposes as set forth below.

**GENERAL CONDITIONS:** If for any reason the operation or administration of this Sweepstakes is impaired or incapable of running as planned for any reason, including but not limited to (i) tampering, unauthorized intervention, (ii) fraud, (iii) technical failures, or (iv) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award a Prize (defined below) using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be tampering or attempting to tamper with the entry process or the operation of the Sweepstakes; or acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

**CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN**

ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

**RELEASE AND LIMITATIONS OF LIABILITY:** By participating in the Sweepstakes, Entrants agree to release and hold harmless the Sponsor, the Administrator, their respective parents, employees, officers, directors, subsidiaries, affiliates, distributors, sales representatives, advertising and promotional agencies (collectively, the “Released Parties”) from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (i) any technical errors that may prevent an Entrant from submitting an entry; (ii) unauthorized human intervention in the Sweepstakes; (iii) printing errors; (iv) errors in the administration of the Sweepstakes or the processing of entries; or (v) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

**DRAWING AND NOTIFICATION:** The potential Grand Prize Winner will each be selected in a random drawing from among all eligible entries received by the individual store managers, and Steel Blue USA, whose decisions are final and binding. Entrants are only eligible to win a prize in their state of permanent residency. The Grand Prize drawing will be conducted on or about **October 30, 2020**. Odds of winning a Grand Prize will depend on the total number of eligible entries received at each location throughout the Sweepstakes Period. The potential Grand Prize Winner will be contacted by Steel Blue USA's personal via phone, email, and/or USPS mail.

**PRIZES & PRIZE CONDITIONS:** One (1) Grand Prize will be awarded: a trip for two (2) to Sydney, Australia between **August 2021 and October 2021**. The travel period has been updated to be one year later than originally advertised due to the COVID-19 travel restrictions

and country border closures. Prize includes roundtrip coach airfare departing from Dallas Fort Worth International Airport (up to the value of AUD5,000 (Approx. USD3,850)); five (5) nights hotel accommodation (double occupancy) (up to the value of AUD2,000) (Approx. USD1,500); spending money of AUD1,000 (Approx. USD750). **Total Grand Prize ARV: \$6,100.**

Sponsor has sole and final discretion and authority in selecting airfare and hotel accommodations. Flight departing USA must depart from Dallas Fort Worth International Airport and winner must make their own way to the airport, at their own expense. All other expenses not specified herein or pre-approved by Sponsor are the winner's sole responsibility. Sponsor reserves the right, in its sole and absolute discretion, to substitute a prize of equal or greater value. The Grand Prize is not redeemable for cash.

**On February 10, 2020, March 9, 2020, June 22, 2020, July 20, 2020, August 17, 2020 and September 26, 2020, a Monthly Prize Winner** will be randomly selected from all eligible entries received. Potential prize winners will be notified by e-mail using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner may, in Sponsor's sole discretion, be deemed to have forfeited his or her prize and an alternate winner may be selected. The monthly winner will receive one (1) Yeti® Roadie 20 Cooler, Approximate retail value ("ARV"): up to \$199.99. Total Prize Pool \$1,199.94.

**MONTHLY PRIZES/APPROXIMATE RETAIL VALUES ("ARV"):** One (1) prize will be awarded each month: a Yeti® Roadie 20 Cooler (**ARV: \$199.99**) (for the drawings in February, March, June, July, August and September 2020).  
Total of all Monthly Prize ARV: \$1,199.94.

If any potential Grand Prize Winner or Monthly Prize Winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such

potential prize winner will be disqualified and an alternate prize winner may be selected. Sponsor reserves the right to not award any given prize in the event of an unclaimed or undeliverable prize notification, or any potential winner's non-response, ineligibility, or non-compliance with the Official Rules or if such potential winner declines the prize.

**The odds of winning depend on the number of eligible entries received.**

All decisions by Sponsor as to Prize Winners and Prizes are final. No substitution, assignment or transfer of the Prize is permitted. The Sponsor reserves the right at its sole discretion to substitute the prize with another prize of equal or greater value in the event that the aforementioned prize is not available. By accepting any prize, the prize winners agree to release and hold harmless the Released Parties, from and against any claim or cause of action arising out of participation in the Promotion or receipt or use of the prize in question. If a potential winner cannot be reached within three (3) calendar days from the first notification attempt, or if a potential winner is not in compliance with these Official Rules, then such person shall be disqualified and an alternate winner may be selected for the prize at issue. The potential winner is subject to verification before any prize will be awarded

By accepting a Prize, where permitted by law, the Winners grant to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time a Winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE. By participating, Entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION,

AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize. The Winners also acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize.

**ENTRANT'S PERSONAL INFORMATION:** Information collected from Entrants is subject to the Sponsor's Privacy Policy at <https://steelblue.com/us/en/privacy-policy/>. In addition, by accepting the terms of these Official Rules by entering this Sweepstakes, Entrant gives his or her express consent to receiving promotional materials including without limitation emails containing information about the Sponsor.

**DISPUTES:** By entering the Sweepstakes, Entrants agree that i) Any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any Prizes awarded, shall be resolved individually, without resort to any form of class action; ii) Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes but in no event attorney fees and iii) Under no circumstances will any Entrant be permitted to obtain any award for, and Entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrants and Sponsor or the Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with United States law. Any legal proceedings arising out of this Sweepstakes or relating to these Official Rules shall be instituted only in the federal or state courts of New York, and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

**WINNERS LIST REQUEST:** To request confirmation of the name, city and state of residence of each Winner, please send a self-addressed, stamped business size envelope, by November 30, 2020, to: Steel Blue “Instore Boot/Win a Trip to Australia” Sweepstakes Winners List Request, Steel Blue North America., 13028 Garrett Road, Houston, TX 77044.